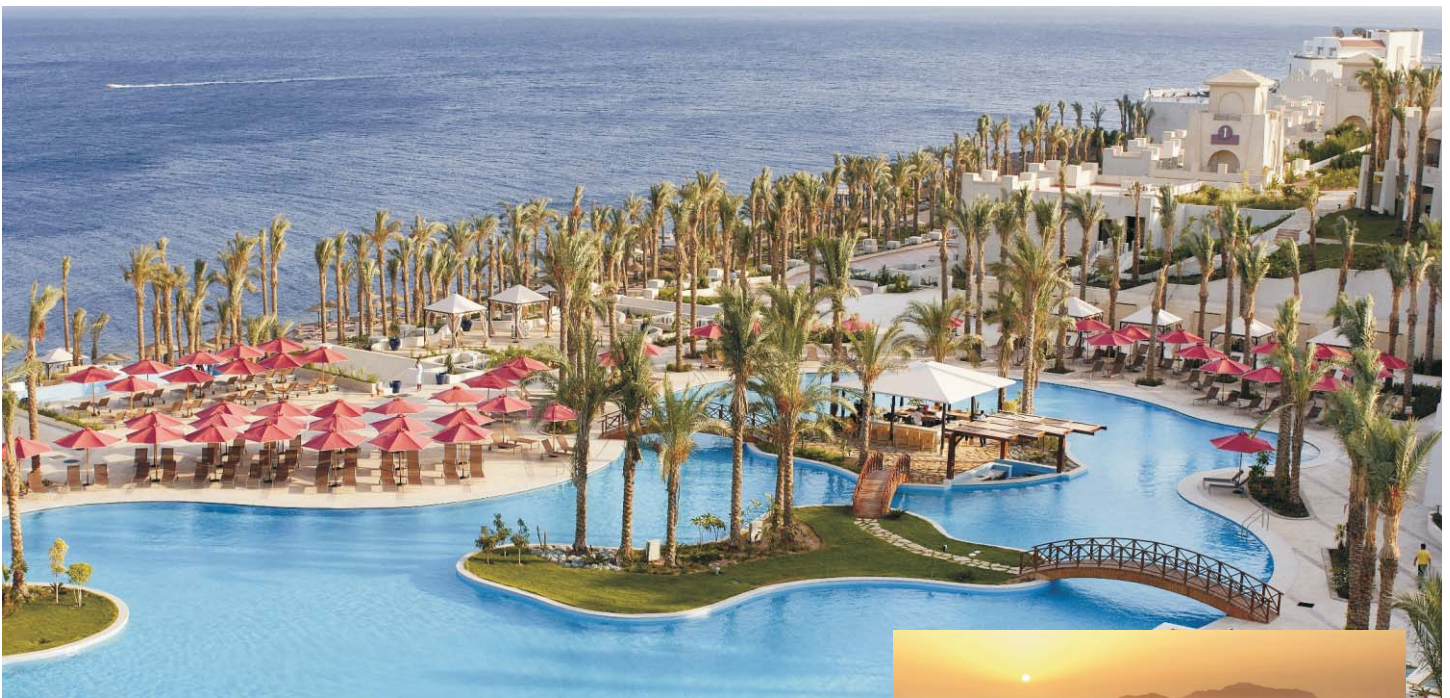


Category: MENA Resort Property of The Year

**Vote For Grand Rotana Resort & Spa
Sharm El Sheikh**



*Sharm El Sheikh,
“The City of Peace”*



The largest and first Environmentally friendly Rotana 5 star deluxe resort property on the southern tip of the Sinai peninsula, Egypt.

Sharm El Sheikh takes into consideration more than just the environment and looks at a more holistic approach –social, environmental, community and financial elements. These include

the design, siting and construction of a resort, ethical and sustainable procurement procedures and effects.

- Spectacular integration of ancient pharaohs architectural elements in the hotel design, colour schemes, renderings and motifs.
-
- Only 50% of land utilised for resort development as a measure of protecting the natural environment.
-
- 450 metre stretch of private beach surrounded by lush tropical landscape with over 2,000 palm trees.
-
- Unique coastline, embraced by the spectacular land and seascapes of Mother Nature.
-
- Stunning dining and entertainment outlets architecturally designed with open views of the Red Sea.
-
- A record 12 months to train 600 employees 'The RotanaWay and Philosophy' offering the Arabian hospitality and culture in keeping/ with the resort feel.



THERE'S ONE FOR YOU

Environment and Design



Sensitive Interior Design



Grand Escalator



Sustainability and Regenerative Design

Overall Sustainability and Regenerative Design System

As part of the strategic long-term thinking and planning and to protect the environment as well as local cultures and communities, the design system became part of the natural and cultural environments.

The relationship between man, building and the environment, combined with the natural cycles of the area, is key, along with the historic and cultural preservation of the site. Water is recognised as the most precious resource and ways are developed to ensure that it retains its purity and integrity over

most precious resource, and ways are developed to ensure that it retains its purity and integrity over the long-term.

Sensitive Interior Design

Interior designs reflect the natural beauty of the surroundings using exquisite materials such as raw silks, natural linens and wool, and through colour, texture and sensitive lighting. Designers creatively blend colour, harmony, balance, proportion and style, resulting in a unique environment with a great sense of 'place'.

Native Landscaping

Particular care is taken to ensure that native landscaping is preserved, and that planting is harmonious and regenerating, respecting the natural principles.

Rotana Guest Commitment Statement

- We will identify, select and develop talented team members and providing them with continuous training, respect, motivation, empowerment and fair yet competitive benefits.
- In order to deliver Rotana's warm and renowned service for the benefit of both, the employee's and our company's growth.

We will offer to each and every guest a distinguished and memorable resort experience, by constantly providing a friendly yet professional service in a relaxed Arabian atmosphere.

Human Capital

The Rotana Way training and development programme ensures complete commitment to guests. It took 12 months to train 600 employees ready to serve all guests within a resort environment.

Accommodation

Luxurious accommodation together with sophisticated communications, meeting facilities and personalised service await the discerning executive and leisure traveller.

- **480 luxurious rooms & suites**
- **45 Club Rotana Executive rooms and suites**
- **9 villas with four & five bedrooms each**



Villa bedroom view of lush tropical landscape

Adventure Sports

Diving and snorkeling, windsurfing and other water sports, horses and camel riding, desert safaris, and great nearby antiquities attractions.



The Red Sea: arguably the best diving and snorkeling in the world



450 metre stretch private beach

Club Rotana

Exclusive features and privileges in Club Rotana accommodation include:

- Private reception with express check-in / check-out
- Exclusive Club Rotana lounge
- Library in the Club Rotana lounge
- Complimentary breakfast
- Complimentary evening cocktails
- Stunning views on the shores of Sharm El Sheikh from the balcony lounge
- High speed Internet connection
- Deluxe in-room amenities

• **Pillow menu**

- Trouser press

Stunning architecturally designed Dining and Entertainment

Ramses: The main restaurant of the hotel, serving sumptuous buffets for breakfast, lunch and dinner. The specialties range from Mediterranean cuisine to Far Eastern as well local delicacies in a friendly and casual dining atmosphere with views of the Red Sea. Open for breakfast from 7am, Lunch from

12.30pm and dinner from 7pm.



**Colourful and cosy
Grand Lobby Lounge**

Isis: Amidst the stunning decoration of the Grand Lobby is a colourful & cosy lounge where you can relax and unwind while sampling a fine selection of single malt whiskey or Cuban cigars. In addition, Isis offers light snacks and a variety of coffees. Open from 10 am until 12 midnight

Mezzaluna: Offering contemporary Italian cuisine in colourful surrounds with sweeping views of the swimming pool and Red Sea. Re-creating the ambience of a typical Italian trattoria, Mezzaluna includes both indoor and al fresco dining on an adjoining terrace with a diverse range of Italian wines. Open from 12 noon until 11 pm

Sky Lounge: A magical majlis that features a selection of shishas, Arabic teas and flavored vodkas, complimented by of Oriental mezzeh and hot snacks that are served late into the night. Open from 3pm until 1am



Silk Road Restaurant

Silk Road: Where eastern cooking compliments western cuisine, Silk Road is the signature restaurant of the Grand Rotana Resort & Spa with its 3 show kitchens featuring cuisines from China and Thailand passing by India and Arabia to Western Europe. Open from 7 until 11 pm



3 Chefs, 3 show kitchens, 1 Silk Road

The Palms: Located on the beach and by the pontoon, Palms offers cocktails, cold beverages and light dishes throughout the day. Guests can relax under the shade of the beach hut and enjoy a refreshing drink while taking in the spectacular view of Tiran Island and the Red Sea. Open from 9am until 6pm.

Pulse: Pulse offers party-goers an experience unique to any other venue. It's an eye-catching place to party or chill out, with lavish visual effects, excellent resident DJs and a classy style that is second-to-none. Start your evening with a delicious cocktail and then party the night away on the dance floor. Open from 7pm until 3am

Spa, Leisure, Sports and Health Facilities

Zen the Spa at Rotana

“As part of Rotana Hotel's continuous focus to meet the needs of its' clientele, and based on our experience nowadays, Spas are a necessity rather than a luxury, just as a health and fitness club is today, as more people take a serious interest in their personal health and well being.”

Mr. Karim El Ghazzawi General Manager of the Grand Rotana Resort & Spa



**Holistic Therapies
from around the world**

- An equipped Spa created to pamper the body and the spirit. The exquisitely designed 10 treatment rooms and relaxation areas entice you to sample the face and body therapies.

- **The treatment menu includes; Holistic Therapies from around the world including the four hands massage, traditional Thai massage, Body wraps and Hydrotherapy. Other signature treatments include; sea scrub body polish, after sun soother, the Cleopatra bath and Aroma deluxe facial.**

- Internationally trained Therapists use rhythmic grace providing complete relaxation for the guests.
- Romantic treatments in our specially designed couples suites and cabanas ensure you and your partner have a memorable Spa experience.
- Hammam, plunge pool, sauna, steam room and beach massage.
- State of the art Bodylines Fitness Centre
- A 450 meter stretch of private beach
- A magnificent pool, lagoon style, with a size equivalent to 3 Olympic pools
- Tennis court
- Kids' pool and Kids' club
- **Diving in the globally renowned coral reefs of the Red Sea**
- Games room including billiard and ping-pong

Conferences, Meetings and Incentives *sophisticated luxury incentive hotel*

The Grand Rotana Resort & Spa Sharm El Sheikh is set to take its place as Sharm's most sophisticated luxury incentive resort by launching a variety of products to this “HOT” segment.

- Innovative solutions for high performing delegates that take



full advantage of the destination and the resort.



State of the art ballroom seating 500

- Indoor and outdoor conference space and seafront outdoor function space, which makes it a favourite with discerning MICE organizers.
- Flexible and state of the art ballroom for 500 people along with 3 meeting rooms equipped with ultra-modern digital technology and cutting-edge audio and visual communications equipment.
- For incentive groups, creative team challenges and outdoor adventures.
- Meetings and conferences, Receptions and cocktail parties, Seminars, Weddings, Outside catering, Concerts, High profile presentations, Gala dinners and dances Car and product launches, Fashion shows.

Operations



Grand Indian Wedding

- 1 year after the Sharm El Sheikh bombing, business dropped by 70%. The Grand Rotana Resort & Spa today has the largest market share through its efforts to maintain and revive its market position.
- 3 months after opening, the hotel successfully planned and executed a 400 who's who list to plan a grand Indian wedding that lasted 4 full days. Top end revenue, service, logistics and safety were delivered with no compromise.

Press Endorsement



روتانا تعزز الضيافة في شرم الشيخ



Hotel business bounces back in Sharm El Shaikh





Going strong at Sharm Al Shaikh



فنادق مجموعة روتانا في شرم الشيخ



Tourists back at Sharm; new Rotana attracts



GRAND ROTANA RESORT & SPA Sharm El Sheik



ضيافة عربية بلمسات غربية.. شرم الشيخ " سبا غراند روتانا"

Price Parity

The Grand Rotana Resort & Spa stood the test of political turmoil as a result of the Sharm El Sheikh bombings. The bombings happened at the height of the summer tourist season in Sharm al-Sheikh, and coincided with an extended holiday weekend to mark the anniversary of the 1952 Egyptian revolution.

Here is a snapshot of how the Rotana team worked with the industry operators, government and private sectors to protect and revive the tourism sector:

- For the first six months, guests who stayed with the hotel were offered another week complimentary
- Familiarisation trips were organised for tour operators, charters and the media
- Special industry-wide rates were offered to airlines and related hospitality partners

• The MICE market was created by the Grand Rotana Resort & Spa; the exhibition and conference sector flourished in Sharm El Sheikh

Since its opening to date, the Grand Rotana Resort & Spa has maintained its competitive pricing policy.